

**Proposed Cinema Statistics**

16 Screens

2,950 Seats (maximum auditorium of 350 seats)

59,217 Square Feet

Located on 3<sup>rd</sup> floor on the south side of McKinley across from the Redwood Square

**Why have a cinema downtown?**

Entertainment is a primary component of a successful downtown commercial development. The cinema contributes energy that enriches the nightlife of the area with its extended draw of people and diversifies the range of activities in the downtown. The cinema brings people downtown in the evening hours that are normally a lower period of activity and people that would otherwise may not be interested in shopping or possibly frequenting restaurants. The proposed mix of uses including the Cinema makes the development more competitive in attracting people to the area when compared to Valco, San Antonio Shopping Center, Mercado, Downtown Mountain View, Downtown Los Gatos, and even Santana Row. A recent article from July 10, 2004 San Francisco Chronicle "Screen saviors, Multiplexes help revitalize Peninsula downtowns" highlights the successes of San Mateo with its recent development of a downtown cinema and the high expectations for Redwood City's new 20-screen cinema. Other professional literature over the past few years will echo this sentiment as well. The proposed space for the theater does not disrupt the vitality of retail that is necessary along the street and in fact use of upper level areas that are traditionally very difficult to lease creating a strong combination of uses that appeals to a variety of people.

**How does it work?**

In terms of the intensity of the use the proposed cinema is roughly 5% of the total commercial square footage. The peak parking demand for the use is approximately 9:00 p.m. when the first run of shows is ending and the second run is just beginning to fill up. Most other uses in the shopping center have died down or are closed by 9:00 p.m. Parking spaces are not designated for individual uses in the project and patrons would be able to park in any one of four parking garages. The shopping district intends to encourage moviegoers to use a variety of locations with specific focus on the upper levels of Deck C. A pedestrian bridge system then routes people directly to the theater ticket and lobby entrance which is located on the second floor of the building.

**How does it compare to other places? (See Chart Next Page)**

Based on the proposed number of seats the project is at the low end of the spectrum. The previously approved AMP WAVE project for the subject site had a 4,000 seat theater compared to the proposed 2,950 seats of the current proposal. Based upon a percent of the building square footage of the project the current proposal is again at the lower end of the spectrum at 5%. The comparison of the ratio of uses is useful for relating the diversity of parking ratios to the provided parking. Projects that do not have offsetting uses or an appropriate mix of uses will have a higher parking demand during peak hours of usage the cinema.

**What if it doesn't succeed?**

The most often cited downtown cinema example in South Bay is San Jose's failed attempt a few years back for a cinema operated by United Artists. This multi-story establishment did not operate for a lengthy period of time before going dark in the late 1990s and has in fact remained empty until this summer when a new Camera Cinema facility opened. This reopening of a cinema correlates to San Jose's efforts to bring people downtown and think of it as a destination for all times of the day not just a daytime work environment. This concern of failure for a large tenant and creating a "dead spot" is also important to the management of the district. The first point to ensure that the cinema is successful starts with choosing a strong operator. Century Theatres has a lease agreement from previous entitlements for the site and would be the operator. Century has some of the best experience at thinking outside of the box and operating multi-storied facilities in urban settings through out the country, not just operating in traditional suburban shopping centers. Century is the operator of successful San Mateo and Daly City facilities and will be the future operator of the Redwood City project. Their experience lends credibility to the project.

If the operator was unsuccessful, the first choice would be to find a replacement of another theater operator. The second choice for replacement would be to take advantage of the large rectangular footprint of the facility and divide it up into flexible space for different tenant needs. Importantly the space is set away from the active parts of the shopping district and would not be likely to be detrimental as an empty space to the remaining users on the street.

**Comparison of Mixed-Use Projects that include Cinemas** (excerpt from AMP Staff Report)

	Mercado, Santa Clara	Saratoga 14 San Jose	Redwood City Cinema	Ontario Mills	Orange	Dublin, Hacienda	Irvine, Spectrum	Oakridge Mall San Jose	Previous AMP Sunnyvale	Current Proposal
Number of Theater Seats	4,392	2,800	4,200	5,700	6,066	4,675	6,489	approx. 4500	4,000	2,950
Theater Sq. Ft.	82,000	53,000	80,000	125,000	134,000	118,000	138,000		82,000	59,217
Number of Screens	20	14	Open 2005	22 + IMAX	25	20 + IMAX	21	20	20	16
Retail/ Restaurant Sq. Ft.	136,000	288,000	84,000	1,475,000	755,000	354,000	792,000		915,876	929,500
Office Sq. Ft.	0	0	0	0	375,000	0	0		0	275,000
Ratio of Theater sq. ft. to Other Uses	3/5	1/5	1/1	1/12	1/9	1/3	1/6		1/11.5	1/20
Parking Ratios Used	0.25/seat (cinema) 7/1000 (rest.) 5/1000 (retail)	0.25/seat (cinema) 25/1000 (rest.) 5/1000 (retail)	0.25/seat (cinema) 3.8/1000 (rest. & retail)	0.33/ seats (10/1000 (rest.) 5.5/1000 (retail)	0.135/ seats 4.9/1000 (retail & rest.) 4/1000 (office)	0.20/seat 7/1000 (rest.) 4.5/1000 (retail)	5/1000 for the whole center		4.2/1000 for the whole center	.25/seat 3.8/1000 (retail) 10/1000 (rest.) 3/1000 (office)
Total Number of Spaces Needed	1,821 with a 10% discount for shared use = 1,633	2,263 including a 5% discount for shared use=2,150	1354	N/A	5,892	2,793	4,651			5,060
Total Number of Spaces Provided	1,737 (+104)	2,030	690#	8,325	5,399 (-493)	3,012 (+219)	4,651		4,100	5,050 (-10)

#supply of 3,481 spaces within 5 minute walk in the downtown, project is not self parked

Source: Survey by Sunnyvale Planning Staff